

## Message Text

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44

ACTION ARA-10

INFO OCT-01 ISO-00 COME-00 EB-07 /018 W

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R 261431Z AUG 76

FM AMEMBASSY TEGUCIGALPA

TO SECSTATE WASHDC 4308

INFO AMEMBASSY GUATEMALA

AMEMBASSY MEXICO

AMEMBASSY PANAMA

AMEMBASSY SAN JOSE

AMEMBASSY SAN SALVADOR

UNCLAS TEGUCIGALPA 4126

E.O. 11652: N/A

TAGS: ETRD, BEXP, HO

SUBJ: SECRETARY'S OASGA INITIATIVES-USDOC EXPORT PROMOTION  
ADVISORY SERVICES

REF: STATE 196223

1. EMBOFF ECON DISCUSSED WITH DEPARTAMENTO DE COMERCIO EXTERIOR (DCE) OFFICERS THE SECRETARY'S OFFER OF USDOC ASSISTANCE IN DEVELOPING EXPORT PROMOTION PROGRAMS. DCE DIRECTOR EXPRESSED INTEREST IN RECEIVING SUCH ASSISTANCE AND REQUESTED FURTHER INFORMATION ON US EXPORT PROMOTION ACTIVITIES AND PROGRAMS AND ON HOW USDOC ADVISORY ASSISTANCE MIGHT BE CARRIED OUT. HE OFFERED TO GIVE MORE DEFINITIVE RESPONSE AFTER REVIEWING SUCH FURTHER INFORMATION.

2. DRAWING ON AVAILABLE BOOKLETS DESCRIBING USDOC STATE EXPORT SERVICES, PAST ARTICLES IN COMMERCIAL NEWSLETTER AND 10 FAM, EMBASSY HAS ASSEMBLED A PACKAGE OF MATERIALS FOR DCE REVIEW. THESE WERE FORWARDED WITH LETTER MORE FULLY DESCRIBING OFFER CONTAINED REFTTEL.

3. IN VIEW OF HONDURAS' LIMITED NUMBER OF EXPORT PRODUCTS, OVERSEAS REPRESENTATION AND RESOURCES ALLOCABLE TO EXPORT PROMOTION IT MUST REALISTICALLY FOCUS EFFORTS ON A

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FEW KEY MARKETS. IT WOULD ALSO HAVE TO MINIMIZE TRAVEL EXPENSES FOR ORIENTATION OF TRADE PROMOTION PERSONNEL. REGIONAL SEMINAR, OF TYPE DESCRIBED REFTEL FOR CENTRAL AMERICA HOST GOVERNMENT EXPORT PROMOTION OFFICIALS, WOULD APPEAR TO MEET ABOVE CRITERIA. REGIONAL CHAMBER OF COMMERCE AND MANUFACTURERS ASSOCIATION REPRESENTATIVES COULD BENEFIT FROM ATTENDANCE AT SUCH SEMINARS. EMBASSY WOULD APPRECIATE RECEIPT OF SAMPLES OF MATERIALS DEVELOPED FOR SEMINARS IN BRASIL (PARA 2B REFTEL) FOR FOLLOW-UP WITH DCE. AT LATER STAGE, LATAM FOREIGN SERVICE PERSONNEL IN KEY OVERSEAS MARKETS MIGHT BENEFIT FROM US TRADE PROMOTION ORIENTATION. SEMINAR FOR THOSE IN NORTHEASTERN US COULD, FOR EXAMPLE, BE HELD AT NEARBY AMEMBASSY OR CONGEN IN CANADA.

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## Message Attributes

**Automatic Decaptioning:** X  
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**Channel Indicators:** n/a  
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**Control Number:** n/a  
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**Disposition Case Number:** n/a  
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**Disposition Date:** 01 JAN 1960  
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